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Serial Number: 10/648,125   Dkt: 2043.102US1
Filing Date: August 25, 2003
Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of generating a listing in a network-based commerce system, the method comprising:

receiving a category selection from a seller,

verifying the category supports automated generation for proposed listings;

receiving listing identification data from a seller, the listing identification data capable of being used to identify a good or service;

searching a database of listing data using the listing identification data to locate a plurality of similar listings posted within a network-based commerce system;

searching the database to locate attribute data;

providing information to present the plurality of similar listings and the attribute data to the seller;

receiving an indication from the seller selecting a selected listing from the plurality of similar listings;

generating a proposed listing to present to the seller, the proposed listing including listing data from the selected similar listing;

providing information to present a preview of the proposed listing to the seller;

allowing the seller to modify the listing data of the proposed listing to create a listing; and

posting the listing in a database of the network-based commerce system, the listing, once posted, representing an offering of the good or service for sale.

2. (Previously Presented) The method of claim 1, which includes allowing the seller to accept the listing, prior to posting the listing.

3. (Previously Presented) The method of claim 1, wherein the database of listing data is associated with at least one of movies, music, games, or books.

4. (Previously Presented) The method of claim 1, which includes:

> generating a user interface with a plurality of fields; and

> populating the plurality of fields with the listing data.

5. (Previously Presented) The method of claim 4, which includes providing a plurality of check boxes, each of which is associated with an attribute of the listing, and automatically without human intervention checking attributes based on the listing data.

6. (Previously Presented) The method of claim 5, which includes allowing the seller to modify checks in the check boxes.

7. (Previously Presented) The method of claim 1, wherein the listing data includes at least one of a group including a title of the listing, a description of the listing, and an image related to the listing.

8. (Canceled)

9. (Previously Presented) The method of claim 1, wherein the listing identification data is a Vehicle Identification Number (VIN), the method including retrieving listing data including at least one of a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, or an engine capacity of the vehicle.

10. (Previously Presented) The method of claim 1, wherein the listing identification data is at least one of a movie title or a UPC code, the method including retrieving the listing data in the form of details on a movie.

11. (Previously Presented) The method of claim 1, wherein the listing identification data is at least one of a book title or a UPC code, the method including retrieving the listing data in the form of details on a book.

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12. (Previously Presented) The method of claim 1, wherein the listing identification data is at least one of a music title or UPC code, the method including retrieving the listing data in the form of details on a music item.

13. (Currently Amended) A machine-readable medium including instructions that, when executed by a machine, cause the machine to:

    receive a category selection from a seller;

    verify the category supports automated generation for proposed listings;

    receive listing identification data from a seller requesting posting of a listing on a network-based commerce system, the listing identification data capable of being used to identify a good or service in the category;

    search a database of listing data using the listing identification data to locate a plurality of similar listings posted within a network-based commerce system;

    receive an indication from the seller to select a selected listing from the plurality of similar listings;

    searching the database to locate attribute data;

    providing information to present a preview of the plurality of similar listings and the attribute data to the seller;

    generate a proposed listing to present to the seller, the proposed listing including listing data from the selected similar listing;

    providing information to present the proposed listing to the seller;

    allow the seller to modify the listing data in the proposed listing to create the listing; and

    post the listing in a database of the network-based commerce system, the listing, once posted, representing an offering of a good or service for sale.

14. (Previously Presented) The machine-readable medium of claim 13, wherein the seller is allowed to accept the listing, prior to posting the listing.

15. (Previously Presented) The machine-readable medium of claim 13, wherein the database of listing data is associated with at least one of movies, music, games, or books.

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16.(Previously Presented) The machine-readable medium of claim 13, which causes the machine to:

> generate a user interface with a plurality of fields; and
>
> populate the plurality of fields with the listing data.

17. (Original) The machine-readable medium of claim 16, wherein a plurality of check boxes are provided, each check box being associated with an attribute of the listing and selectively being automatically checked based on the listing data without human intervention.

18. (Previously Presented) The machine-readable medium of claim 17, wherein the seller is allowed to modify checks in the check boxes.

19. (Previously Presented) The machine-readable medium of claim 13, wherein the listing data includes at least one of a title of the listing, a description of the listing, or an image related to the listing.

20. (Canceled)

21. (Previously Presented) The machine-readable medium of claim 13, wherein the listing identification data is a Vehicle Identification Number (VIN) of a vehicle, and the listing data includes at least one of a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, or an engine capacity of the vehicle.

22. (Previously Presented) The machine-readable medium of claim 13, wherein the listing identification data is one of a movie title or a UPC code, and the listing data includes details on a movie.

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23. (Currently Amended) A network-based commerce system, which includes at least one server to:

receive listing identification data from a=seller requesting posting of a listing on a network-based commerce system, the listing identification data capable of being used to identify a good or service;

search a database of listing data using the listing identification data to locate a plurality of similar listings posted within a network-based commerce system;

receive an indication from the seller to indicate a selection of a selected listing from the plurality of similar listings;

generate a proposed listing to present to the seller, the proposed listing including listing data from the selected similar listing;

allow the seller to modify the listing data in the proposed listing to create the listing; and

post the listing in a database of the network-based commerce system, the listing, once posted, representing [[an]] sales offering of a good or service.

24. (Currently Amended) The system of claim 23, which allows the [[user]] seller to accept the listing, prior to posting the listing.

25. (Previously Presented) The system of claim 23, wherein the database of listing data is associated with at least one of movies, music, games, or books.

26. (Previously Presented) The system of claim 23, wherein the server is to generate a user interface with a plurality of fields, and populates the plurality of fields with the listing data.

27. (Previously Presented) The system of claim 26, which provides a plurality of check boxes, each of which is associated with an attribute of the listing, and automatically without human intervention checks attributes based on the listing data.

28. (Previously Presented) The system of claim 27, which allows the seller to modify checks in the check boxes.

29. (Previously Presented) The system of claim 23, wherein the listing data includes at least one of a title of the listing, a description of the listing, or an image related to the listing.

30. (Canceled)

31. (Previously Presented) The system of claim 23, wherein the listing identification data is a Vehicle Identification Number (VIN) of a vehicle, and the listing data includes at least one of a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, or an engine capacity of the vehicle.

32. (Previously Presented) The system of claim 23, wherein the listing identification data is one of a movie title or a UPC code, and the system retrieves the listing data in the form of details on the movie.

33. (Previously Presented) The system of claim 23, wherein the listing identification data is one of a book title or a UPC code, and the system retrieves the listing data in the form of details on the book.

34. (Previously Presented) The system of claim 23, wherein the listing identification data is one of a music title or a UPC code, and the system retrieves the listing data in the form of details on the music.

35. (Previously Presented) The method of claim 1, wherein the offering includes an auction listing.

36. (Previously Presented) The method of claim 1, wherein the offering includes a fixed-price offering.

37.-38. (Canceled)

39. (Previously Presented) The method of claim 1, wherein the database of listing data includes motor vehicle data.

40. (Previously Presented) The machine-readable medium of claim 13, wherein the database of listing data includes motor vehicle data.

41. (Previously Presented) The system of claim 23, wherein the database of listing data includes motor vehicle data.

42. (New) The method of claim 35, the method further comprising:

receiving a modification for the listing from the seller when there are no bids for the
auction listing; and

modifying the auction listing; and

reposting the auction listing in the database.

43. (New) The method of claim 42, the method further comprising:

receiving a modification for the listing from the seller before a close of the auction
listing; and

supplementing the auction listing; and

reposting the auction listing in the database.

44. (New) The method of claim 1, further comprising:

receiving a second category selection from the seller.

45. (New) The method of claim 1, further comprising:

populating a template with data from the selected listing and the attribute data; and

providing information to present the template to the seller.